

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



CALIFORNIA (Patent Applied For)
(Howard & Smith 1940)

ROSE BULLETIN

SPRING 1940

Howard & Smith

1200 Beverly Blvd.

Phone ANgelus 13183

Montebello, Calif.

Our New
"Will Rogers"



Howard & Smith

NURSERYMEN AND SEEDSMEN

*Growers of Novelties in
Choice Flower Seeds, Plants and Bulbs*

Montebello, California

ADMINISTRATION BUILDING
AND NURSERIES, 1200 Beverly
Blvd., MONTEBELLO, CALIF.

TELEPHONE ANGELUS 13183
DIRECT LOS ANGELES SERVICE

"There is a tide in the affairs of men
That taken at the flood leads on to fortune"

Shakespeare

TO OUR CUSTOMERS

Several years ago I registered with the American Rose Society a yellow Rose which I named "California." It was a splendid yellow of a deep golden shade, but the plant lacked vigor of growth, which every good Rose should possess, so I destroyed the entire stock, but still retained the right to use "California" to designate a novelty worthy of the name, to follow in the future.

To secure a Rose of a color emblematic of the Golden State, thousands of hybrid seedlings were raised, until at last one lovely yellow appeared, which, after exhaustive tests, I felt worthy of bearing the name. So, to the newborn "California", faithfully depicted on the frontispiece of this bulletin, I direct your attention. It is a variety which I regard as one which will become a leader in modern garden Roses, and one which will give all Rose lovers a thrill when they visualize its transcendent beauty.

"Apricot Queen", another leading novelty for the season of 1940, is, as with all our introductions, a true line-bred seedling with a splendid parentage background. "Apricot Queen" and "California" are two representative productions which have received the approval of All-America Rose Selections for the year of 1939.

Prior to 1914, several Roses, improvements over existing sorts, found origin at our establishment and some of these are still in commerce today. It was, however, in the year 1916 that wider recognition was gained by the winning of the International Gold Medal at the Bagatelle Gardens, Bois de Boulogne, Paris, France, with the variety "Los Angeles". Again in 1921 the Gold Medal was awarded for a new introduction of that year, i.e., the copper colored Rose "Lolita Armour." At that time the Bagatelle Medal had only been won once by an American grower, Mr. E. G. Hill, the Dean of all American Rose growers, of Richmond, Indiana.

A recent English award is the Gold Medal of which we were the recipients for our new Rose "The Doctor." This award was made by the British National Rose Society, Regents Park, London, England, in 1938. A First Class Ground Certificate was also awarded to "The Doctor" and "Major Shelley" in the 1937 trials. This is the highest Test Garden award obtainable, which bespeaks the quality of our products as measured with those of other Roses from all parts of the world.

Our new strain of Double Gerberas which we are placing on the market for the first time this year mark an advance in perennial plants which is, I believe, without peer.

To conclude kindly bear in mind that our ability to carry on the constructive work of plant breeding in the future as we have in the many years past is always dependent on the material response our originations receive from you.

Sincerely,

FRED H. HOWARD, President



Apricot Queen

H. & S. 1940 (Patent Applied For)

A lovely combination of colors is to be noted in this glorious new Rose. Orange and apricot at the base of the petals, merging to salmony-rose and phlox-pink in the fully developed bloom is descriptive as to color.

The bud is long pointed. The fully developed flower shows a regular, well placed petal arrangement.

A good strong grower, with handsome, leathery foliage which serves as a splendid foil to the perfectly formed buds and open bloom.

In general character the Rose reminds one of Mrs. Sam McGredy, but with an intensified color combination. **\$1.50 each**

California

H. & S. 1940. (Patent Applied For)

We regard this sensational novelty as outstanding among the numerous varieties we have contributed to the Rose world through our efforts in plant breeding.

The color is a glorious shade of ruddy orange toned with saffron yellow, with the exterior of the broad petals overlaid with Saturn rose—a dual tone effect of indescribable richness and beauty. Buds long and pointed, flowers of enormous size, reaching a diameter of five to six inches. Growth vigorous, canes well furnished with healthy, glossy green foliage. **\$1.50 each**

Pink Dawn

H. & S. 1935

An outstanding novelty in an entrancing shade of salmon-rose, with a commingling of bronze and gold at the base of the petals. This Rose has been well received. Reports from the East, from England and Germany and Australia lead us to believe it is another H & S Rose that will prove a worthy addition to any garden. **\$1.00 each**

Burgundy

H. & S. 1939. (Patent Rights Reserved)

Although there is legion of red roses in commerce ranging from lightest red to blackish crimson with innumerable intervening shades, there is none to our knowledge quite the same shade of red as this splendid new sort.

As nearly as we can describe the color—lustrous burgundy-wine red fits closely. The bud is of medium length, the flower fully double with broad evenly arranged petals, displaying to great advantage its lovely color. In our field trials, it was outstanding in vigor of growth, freedom of bloom and remarkable in its color effect. **\$1.50 each**

Mrs. Mabel V. Socha

H. & S. 1935

A beautiful yellow rose of a rich lemon-yellow shade. Long pointed buds expanding to a large peony shaped bloom. Deliciously fragrant. Foliage brilliant, glossy green. **\$1.00 each**

Mrs. P. J. Howard

H. & S. 1937. (Patent Applied For)

We have no hesitancy in stating that we consider this the peer of any red climbing Rose in cultivation. Its points are these: A very vigorous grower, a bud of perfect formation—long and pointed—a giant full double flower, fine rich crimson in color, with a delicious fragrance.

Our confidence in this novelty is such that after it blooms, if you do not like it, we will replace it with any other climber in our collection free of cost. **\$1.50 each**

Fluffy Ruffles

H. & S. 1935

Belongs to the same class of hybrids as Crown of Jewels. A cross between a Polyantha type and one of the hybrid-Teas. This Rose is outstanding for border planting in the Rose garden. Produces a mass of lovely soft, silvery pink semi-double blossoms, displayed in compact trusses. Try this Rose as a border plant to your beds of tall hybrid-Teas and note the effect. **75c each**



The Doctor

(H. & S. 1937)

This magnificent Howard & Smith rose is internationally recognized as one of the outstanding new roses.

First Class Certificate (the highest Award) in 1937 in the elimination trials of the British National Rose Society, Hayward's Heath, England. On Sept. 9, 1938, it received the Gold Medal, at the National Rose Society show in London.

We regard this rose as one of our greatest achievements in rose breeding, and feel we have given rose lovers throughout the world, a variety which will be greatly sought after when better known. The buds are long and pointed, expand to a simply enormous bloom in their fully developed state. The color is an exquisite silvery pink, uniform in color both in bud and open flower with a fragrance so intense that it can be detected many yards away. **\$1.00 each**

Will Rogers

H. & S. 1938. (Plant Patent No. 256)

Its Color — A black velvety crimson-maroon, which holds its color till the last petal falls.

Its Fragrance—So intense that a vase of flowers will scent a whole room with an "Attar of Roses" fragrance.

Its Growth—Strong and vigorous, with dark green foliage that is retained throughout the season.

Its Form—The blooms are quite double, with a beautifully ruffled petal arrangement in the open flower.

It's Everblooming—Marvellously free in blooming qualities, bearing lavish quantities of flowers from April to the advent of following winter frosts.

Its Keeping Qualities—This rose, cut in early morning and placed in water, will keep in fine condition for five or six days, and will continue during this period to dispel its most delightful fragrance.

Although this rose was developed but a short two years ago, it has already sprung into immense favor in all parts of this country. Is of particularly sturdy character—so much so that it thrives and blooms under conditions that stop other roses.

In this rose we feel we have produced something worthy to bear the name of the great American whose name it bears.

\$1.00 each

Crown of Gold

H. & S. 1937. (Patent Rights Reserved)

One of the most valuable qualifications in a Rose is value for cut-flower purposes. In this superb new yellow this factor is manifest in superlative degree. The stems are slender but rigid. The bud is ideal in form, long and pointed; the open flower of splendid form with a rich, spicy perfume.

The color, a heart of rich chrome-yellow, shading cream at outer edges of the petal.

\$1.00 each

Mrs. E. P. Thom

H. & S. 1924

The buds are long and shapely and the flowers full double, delightfully scented.

Rich buttery yellow which does not fade, bloom with good lasting quality.

In the Eastern states it is conceded to be the best garden yellow to date.

50c each

Los Angeles

H. & S. 1916

Too well-known to need any description. Color, flame-pink toned with luminous coral and gold.

50c each

Crown of Jewels

H. & S. 1935. (Plant Patent No. 149)

We have no hesitancy in stating that this is the finest bedding Rose in existence. It should be planted in beds or borders by itself for best effect, and will produce a mass of glorious color for fully ten months of the year.

Plants almost thornless, uniformly some three feet high. Blossoms as perfect and of the same size as a camellia. Color a lovely shade of deep coral Rose. Of exquisite effect as a cut flower, its brilliancy under artificial light cannot be excelled.

We recommend this Rose for bedding or row planting along drives, etc., where a constant display of color is required. It's as free in bloom as a Geranium.

\$1.00 each

President Boone

H. & S. 1936 (Plant Patent 314)

It bears lavish quantities of flowers of phenomenal size and substance. In color pure, rich crimson scarlet, very double, delightfully fragrant, perfect in any stage of development. Might aptly be referred to as Crimson Radiance.

\$1.00 each

Indian Summer

H. & S. 1937 (Patent Applied For)



The most sensational Climbing Rose of the decade.

Its color is unlike any other climber in existence. The name is suggestive — wonderful shades of copper, old rose, strawberry pink, burnished old gold, etc., are manifest in this rose in the progressive developing stages of the blooms. Buds of exquisite formation. Open flowers crinkled and ruffled. Foliage like leather, absolutely mildew-proof. In addition, a continuous bloomer and a rank grower. A Climbing Rose for the million.

Indian Summer is one of the very few roses that make a satisfactory screen over an unsightly fence, or that can be used to mask an unpleasant vista. Its blooms are by far superior to most climbing roses regarded from a standpoint of value for cutting purposes. **\$1.50 each**

Tango

H. & S. 1940

A superb bicolor Rose, exquisite in bud or expanded full open bloom. Upper surface of petals fine vermillion scarlet, reverse or under side bronze with old gold shadings at the base.

A truly sensational color, with buds and bloom of ideal form produced in endless quantity on strong, vigorous plants. A glorious Rose for cutting purposes. Just try it.

\$1.00 each

*Springtime

H. & S. 1936 (Patent No. 268)

Among the large number of Polyantha or Baby Roses in cultivation we venture to say that for sheer beauty there are but few to equal the aesthetic loveliness of this truly beautiful Rose. Flowers are about two inches in diameter, borne in dense heads just over-topping a mound of healthy bright green foliage. The color is a sparkling light rose-pink of pure and even tone. A mass of color from spring to the advent of winter frosts. We regard this rose as one of our greatest achievements in rose breeding. **\$1.00 each**

Mrs. Georgia Chobe

H. & S. 1937

A Rose of glorious size and absolutely perfect form. Imagine a superb Dame Edith Helen in a lovely shade of soft, light pink, with a vigor of growth and bloom production 40 per cent better than the latter, and you have it.

This is a Rose for every garden.

\$1.00 each

Improved Lafayette

This is the most profuse flowering Rose we know. It is of strong habit producing continuously from early spring until frost a great mass of medium-sized flowers. The color is a deep glowing red freely suffused with vivid crimson. The strong, upright bushes covered with masses of flower trusses make it ideal for massing and garden effect. **75c each**

Mrs. Lovell Swisher

H. & S. 1924

This rose is most vigorous in its habit of growth and very free flowering.

Long pointed buds, fully double flowers, sweetly scented, very prolific bloomer.

The color, deep coppery salmon at base, merging to salmon-pink at edge of petals. **50c each**

Carrie Jacobs Bond

H. & S. 1936 (Plant Patent No. 158)

One of our leading novelties for the 1934 season and one which, if we may judge by the voluntary testimonials received from all parts of the U.S.A., is destined to find its way into Rose gardens everywhere. The characteristics of this are as follows: Growth very vigorous, absolutely upright; splendid foliage, long pointed buds, a full double flower of exquisite petal arrangement, both bud and bloom a lovely shade of coral-rose.

\$1.00 each

Climbing Carrie Jacobs Bond

H. & S. 1940

For the first time we are able to offer the climbing form of this outstanding Howard & Smith introduction.

Coral rose of an appealing shade in both bud and bloom and the exquisite petal arrangement are the outstanding merits of this climber, plus a remarkable vigor of growth.

\$1.50 each



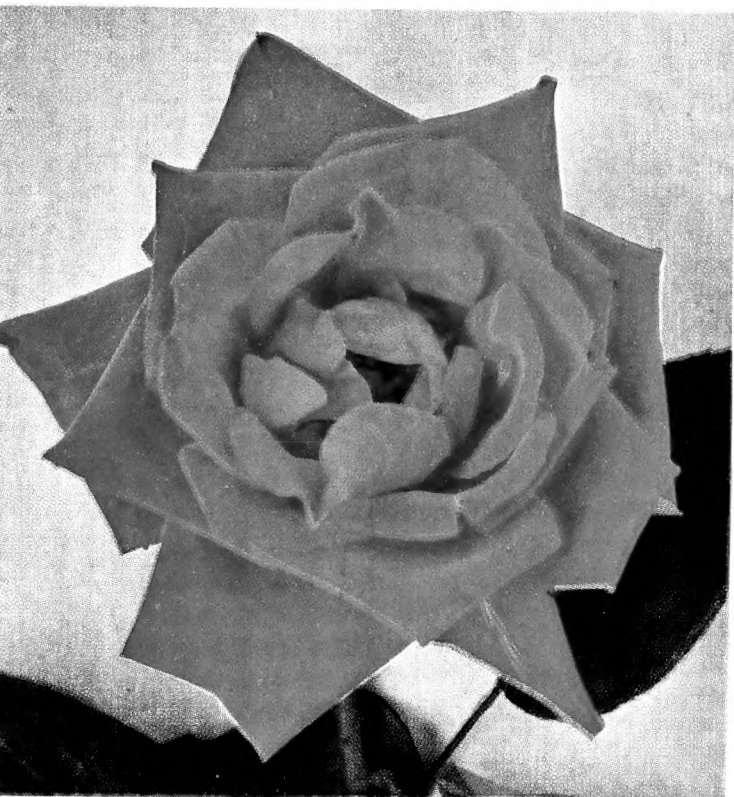
Major Shelley

H. & S. 1939
(Patent Applied For)

The highest award given by the National Rose Society of Great Britain in the Trial Grounds is a First Class Certificate, an honor which this variety received together with "The Doctor" in 1937. We were requested to name this rose in honor of the Past President of the British National Rose Society.

This rose was color plated and described in the 1937 British Rose Annual, as follows:

"A very fine variety. Color, deep scarlet. The blooms are well formed, with a high pointed center, and very freely produced on long stems. The habit of growth is vigorous and upright, the foliage light green, wood green. Delightfully fragrant, and very floriferous. The plants in the Trial Ground have been quite free of disease, and made remarkable growth. Does not mind rain. Awarded a First Class Trial Ground Certificate." **\$1.50 each**



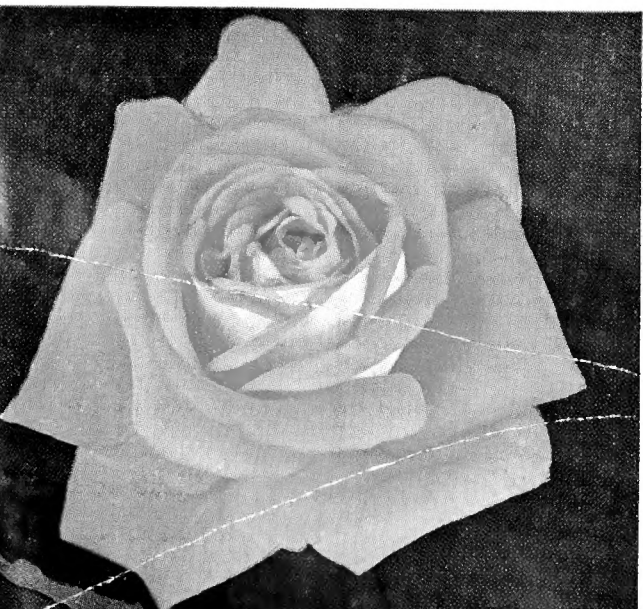
Poinsettia

H. & S. 1939

We have no hesitancy in stating that this rose is the most brilliant red rose ever produced. "Crimson Glory" is admittedly a magnificent piece of color, but the color is dull by comparison. The name of this rose is a descriptive one, and was suggested by Dr. J. Horace McFarland of the American Rose Society. It is close to a Poinsettia scarlet.

The buds are ideal in form, long and pointed; fairly full petalage, a good grower, and fine as a cut flower. This rose was awarded a Certificate of Merit by American Rose Society, 1938. Letter from the Secretary:

"The Trustees of the American Rose Society at their recent meeting awarded a Certificate of Merit to your rose "Poinsettia." This appears to me to be a real rose which, because of its good growth and brilliant color, is going to go places." **\$1.00 each**



Contrast

H. & S. 1937
(Patent Rights Reserved)

The combination of colors to be noted in this exquisite bi-colored rose catches the eye at once, the reverse of the petals are milk white with basal bronze shading, the upper face a superb shade of orange rose.

Flowers full petalled, fairly fragrant, produced in enormous quantity over the full rose season, grand for cutting purposes. This H. & S. Novelty has elicited over the past two years numerous encomiums from all parts of the U.S.A., England, Australia, etc. **\$1.00 each**

10% discount on any order of 10 roses (your selection).
20% discount on any order of 50 roses or more (your selection)
California Customers—Add 3% State Sales Tax.

President Boone

H. & S. 1936
(Plant Patent 314)

(see page 4)



Tree Roses

Our stock of Tree Roses have very well branched heads, clean and straight stems. Only those varieties which are suitable for the purpose are included. 36- and 42-inch stems.

CALIFORNIA. Orange & saffron. **\$3.50 each**
THE DOCTOR. Silvery pink. **\$3.50 each**

New and Standard Varieties \$2.00 each.

AUTUMN. Burnt orange.
BURGUNDY. Wine red.
CONTRAST. White and orange-rose.
CRIMSON GLORY. Rich crimson.
CROWN OF JEWELS. Deep coral rose.
CONDESA DE SASTAGO. Yellow & scarlet.
DAINTY BESS. Salmon pink, single.
ETOILE DE HOLLANDE. Velvety red.
FLUFFY RUFFLES. Rose pink.
GOLDEN DAWN. Orange and yellow.
GYPSY LASS. Dark Red.
HADLEY. Crimson.
E. G. HILL. Scarlet.
HINRICH GAEDÉ. Copper and scarlet.
IMPROVED LAFAYETTE. Scarlet.
J. OTTO THILOW. Dark rose.

KAISERIN AUGUSTA VIKTORIA. White.
LOS ANGELES. (H & S 1916) Flame pink.
LOUISE CATHERINE BRESLAU. Copper.
LUCIE MARIE. Yellow and red.
MARGARET MCGREDY. Orange scarlet.
MCGREDY'S TRIUMPH. Coppery orange and red.
MME. JULES BOUCHE. White.
MME. J. PERRAUD. Deep orange.
MRS. E. P. THOM. Yellow.
MRS. LOVELL SWISHER. Salmon pink.
MRS. SAM MCGREDY. Salmon.
PINK RADIANCE. Pink.
PRESIDENT HOOVER. Cerise and scarlet.
RED RADIANCE. Rosy red.
SIR HENRY SEGRAVE. Lemon yellow.
SPRINGTIME. (H & S 1936). Rose pink.
TALISMAN. Orange rose.
VILLE DE PARIS. Clear yellow.
WILL ROGERS. Crimson maroon.

Polyantha Roses

This popular and interesting type is admirable for border and bedding purposes.

PINK LAFAYETTE. A pure rose-pink gem; flowers medium-sized, semi-double, open, slightly fragrant. Abundant rich-green, glossy foliage. Vigorous, compact, bushy growth and very hardy.

GLORIA MUNDI. The most brilliant orange-scarlet imaginable. Showy, well-formed double flowers.

PAUL CRAMBEL. Brilliant orange-scarlet.

CHATILLON. Bright pink, with semi-double blossoms borne in immense clusters. This variety is absolutely perpetual blooming, the plants being literally covered with flowers throughout the entire Rose season.

ROTRAUT. Brilliant red.

50c each; \$4.00 for 10

Choice Varieties

Autumn

A beautiful and intense shade of deep burnt-orange, overlaid in the exterior portion of the petals with ruddy scarlet and crimson. There are few Roses with better foliage. Fragrance, fair. **50c each**

Caledonia

This is a splendidly formed pure white. Large, long, pointed, conical buds with the edges of the outer petals gracefully rolled back, and flowers of admirable size, full double, high-centered and carried singly on long, strong stems. **50c each**

Condesa De Sastago

Might be regarded as an improved Talisman, with about the same color values, only in greatly accentuated color tones. Upper portion of petals intense vermilion-scarlet, reverse side rich golden-yellow. A Rose of startling color effect. A good grower, a free bloomer, and deliciously fragrant. **50c each**

*Crimson Glory (Plant Patent 105)

Deep crimson. A beautifully modeled rose. It is a vigorous grower, producing an abundance of superb blooms. They are immense in the fall. Its large buds are of typical urn-shape. They open into full, well-formed, delightfully fragrant blooms of a deep vivid crimson. **\$1.00 each**

Cynthia

The attractive buds develop into splendid full flowers of a rich Oriental rose color. Its free flowering habit and attractive color make it very desirable. **75c each**

Dame Edith Helen

Pure, glowing rose-pink, soft yet brilliant, with no other shade. A magnificent variety that stands out alone in almost any company. Buds are perfect and flowers represent one of the highest standards thus far attained in exhibition blooms, being of impressive size, quite full, and produced singly on well-foliaged, strong canes. Strongly sweet-scented. **50c each**

*Eclipse

(Plant Patent No. 172)

Awarded prizes in Rome, Paris, and other test-gardens. Its long, stream-lined bud, enhanced by ornamental sepals, is of rich gold without shading. Petals are large and tough, but not numerous, averaging 20 to 25. **\$1.25 each**

Etoile De Hollande

The most popular red garden Rose. A brilliant crimson-red, a strong vigorous grower and a free and continuous bloomer; flower large, moderately double. **75c each**

Edouard Schill (Kordes, 1931)

Large ovoid buds and very large, full double flowers. The color as the buds first unfold is rich coral scarlet overlying a deep old gold ground, passing to pretty coral rose, gold suffused. **75c each**

Gipsy Lass

A splendid novelty among the crimson Roses with exquisitely shaped, rich scarlet-crimson flowers with maroon shading. A strong, vigorous grower. **75c each**

*Gloaming (Plant Patent No. 137)

Its large buds are carried on long, rigid stems, amply clothed with handsome foliage. The plant is vigorous and branching, fairly tall growing. Bloom is of unusual coloring—fawn-orange in the bud, and the large, full blooms are of a peculiar pink overlaid with salmon. **\$1.00 each**

*Glowing Sunset (Plant patent 104)

Yellow and pink, the color is an indescribable combination of orange-yellow and rose-pink. Long pointed blooms open to full, double flowers with the inner petals lengthened and twisted in the bizarre manner of a choice Cactus dahlia. **\$1.00 each**

Golden Dawn

An ideal yellow garden Rose. The ovoid, lemon yellow bud is heavily splashed with crimson before opening and develops into a well-formed, sweetly-scented, large, double, sunflower yellow flower. **50c each**

Hadley

Dazzling crimson-scarlet with shadings velvety-crimson. Large, full flowers of rich fragrance borne on long stems. Vigorous habit, dark foliage. **50c each**

Heinrich Wendland

The color is most unusual . . . a rich unfading nasturium red with the reverse of the petals rich buttery-yellow . . . vigorous in growth . . . intensely fragrant . . . beautifully foliaged. **50c each**

E. G. Hill

A standard red Rose of undoubted great value. Flowers are a dazzling scarlet turning to a deeper pure red. A distinct orange glow at the base of the petals adds to their beauty. Buds are long, finely formed; the blossoms full double, high-centered, of good size and fragrant. **50c each**

Hinrich Gaede

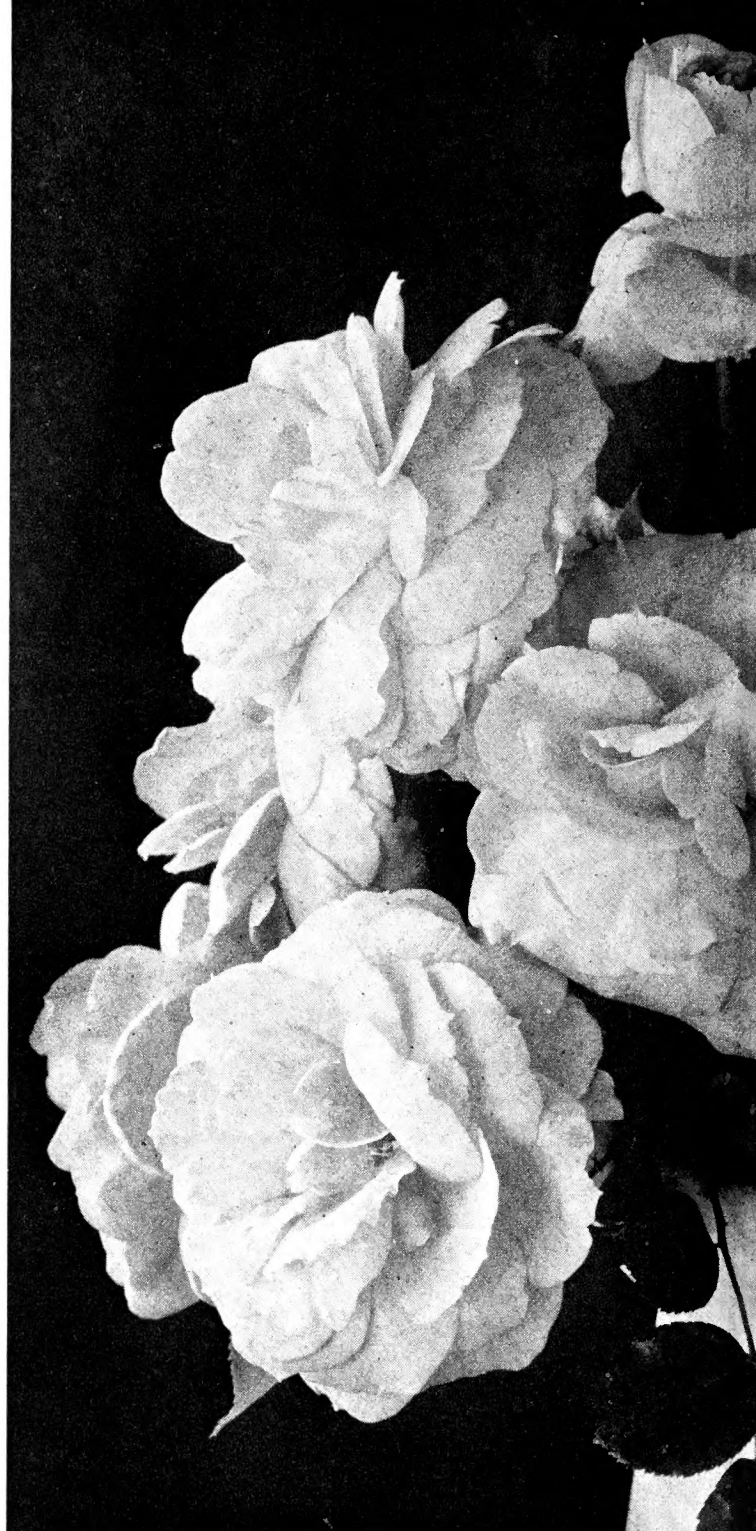
Multicolored. Long-pointed, shapely bud of nasturtium red color. Kaleidoscopic colors—rich luminous vermilion, shaded golden yellow. Fruity fragrance. **75c each**

Irish Elegance

A lovely shade of orange apricot, single blossoms with a highly contrasting bunch of stamens at the middle. Valuable for cutting. **75c each**

Joanna Hill

A splendid clear yellow with golden heart. The very large, long-pointed bud opening to a large, full, semi-double, attractive, long-lasting, moderately fragrant flower. A vigorous bloomer. **50c each**



CROWN OF JEWELS

J. Otto Thilow

A rich glowing rose-pink of exceptional merit with long pointed buds. The petals reflex forming a beautiful large, double, high-centered flower. **50c each**

Kaiserin Augusta Victoria

A pure white rose with long pointed buds. Medium sized, double, fragrant blossoms. **50c each**

Lady Forteviot

Flowers more or less semi-double. Color bright yellow flushed with cardinal red. Fine foliage. **75c each**

Lady Margaret Stewart

Opening buds deep sunflower yellow, heavily veined and splashed with shades of orange-scarlet. Bud long, pointed. Flowers full double of pleasing decorative form and deliciously scented. **50c each**

Louise C. Breslau

This variety is one of the best of all copper-pink colored roses in cultivation; buds medium length, open flowers full and of giant size. Foliage glossy green, mildew proof. **75c each**



(H. & S. 1935)

Lucie Marie

Long pointed buds, deep yellow in color, with splashings of red. Fully opened flowers slightly tinged with pink. Remarkable grower. **50c each**

Mme. Joseph Perraud

Winner of the Bagatelle Gold Medal at Paris 1934, and well worthy of the distinction given. Color intense deep orange. Bud long and pointed opening to full perfectly formed blooms. **\$1.00 each**

Mme. Jules Bouche

A splendid white rose faintly tinted with blush pink. Probably one of the freest blooming of all white roses. Very vigorous and fine for cutting. **50c each**

Mme. Jules Guerin

A beautiful rose with truly enormous blooms of pale yellow, perfect during every stage of its development. **50c each**

Margaret McGredy

Magnificent coloring, large size, beautiful form. The flowers, extremely double, high-centered, are orange-scarlet that does not fade. **50c each**

*Miss America (Plant Patent No. 264)

Wonderful new Rose. It has vigor, fine healthy foliage, extreme hardiness, a lovely color, fragrance, and persistence of bloom. The color is flesh with salmon and gold suffusion, faint gold at the base, and frequently with a salmon center. Flowers average 65 petals and are produced singly on long stems all through the season. First Certificate of Merit, Colle Oppio, Italy, 1937. **\$1.00 each**

*McGredy's Sunset (Patent No. 317)

New. The outside of petals is a clear buttercup-yellow, tipped orange, while the inside is chrome-yellow flushed with scarlet as it opens. The color is intensified as the blooms expand. Flowers are of medium size, full and shapely, with a pleasing fragrance, very freely borne on strong, upright stems. Certificate of Merit, N.R.S., 1936. **\$1.50 each**

McGredy's Yellow

Large, bright buttercup-yellow flowers. Every bloom large or small, is of perfect form and sweetly scented. The foliage is beautiful—large, glossy, dark bronze-green on dark red stems. **75c each**

*McGredy's Triumph (Patent No. 190)

An improvement on Mrs. Sam McGredy. Bud, open bloom, and fully developed flower are almost identical but the color is a much deeper shade of copper-orange and the red exterior petal shading more vivid. **\$1.00 each**

Mrs. G. A. Van Rossem

A riot of color in shades of vivid orange, apricot and golden-yellow, with occasional touches of bronze on the reverse side of the petals. **50c each**

Mrs. Sam McGredy

A lovely combination of colors—a mingling of coppery orange and scarlet, flushed with Lincoln red on the reverse side of petals. Splendid grower, rich in perfume, a free producer. **75c each**

Miss Rowena Thom

The blossoms are large, perfectly double and fragrant. Oriental rose in color. Vigorous growth, free blooming. A fine cutter. **50c each**

Polly

A sport of Ophelia. Buds of long pointed shape, deep golden yellow flushed pink towards the edge of the petals. Flowers large, full and fine. **75c each**

President Herbert Hoover

A dazzling color symposium—cerise-pink, flame, scarlet and yellow. Magnificent long-pointed buds open to large flowers of fine form with broad, thick, heavy petals and exquisite fragrance, borne singly on splendid long stems—gorgeous cut subjects. Clothed in leathery, disease-resistant foliage. **50c each**

Choice Varieties

Radiance

Deep, rich rose-pink. Buds long and pointed and flowers of enormous size and rich fragrance produced in great quantities on perfect stems. **50c each**

Red Radiance

A grand bedding Rose. The color is a bright, delightful cerise-red. Has the sweet perfume and all other good traits of its pink parent, Radiance. **50c each**

*Rex Anderson (Plant Patent No. 335)

Handsome buds and Roses of great size. Cream turning pure white with age. Blooms are several on each stem and come in rapid succession. The plant is very vigorous, with handsome dark green foliage. Gold Medal of N.R.S. **\$1.50 each**

*Rome Glory (Plant Patent No. 304)

A cross of Dame Edith Helen and Sensation. This Rose was bred with the objective of raising a red Dame Edith Helen. A most robust and vigorous plant, producing in quick succession long stems bearing large crimson-red buds opening into full, well-formed, fragrant, cerise-red blooms. **\$1.50 each**

Sir Henry Segrave

A big double lemon-yellow with splendid long pointed buds. We regard this as one of the outstanding yellows in the light colored section. **50c each**

*Signora (Plant Patent No. 201)

This Rose from the land of sunshine and Chianti wine is a masterpiece. Long bud of a warm burnt sienna opening to a lighter hue toward mandarine. Tall-growing; long stems. **\$1.25 each**

Talisman

Shadings of gold, apricot, yellow, coral-pink, old-rose and orange, a combination that produces an effect seen in no other Rose. Buds are long and perfectly-formed and the blossoms full, double, high-centered and shapely, with fairly-large and heavy petals. Growth of the plant is strong and vigorous. **50c each**

*Texas Centennial (Patent No. 162)

A sport of President Hoover with all its wonderful plant qualities. Color is blood-red toning to cerise-red in center. **75c each**

Victoria Harrington (Thomas 1926)

Flower of a uniform shade of velvety dark red, with a peculiar brick-red undertone. The petals are beautifully reflexed, the stems are long and stiff, and the foliage is splendid on the tall willowy plant. The fragrance is pleasant. **75c each**

Ville De Paris

A distinct rich buttercup yellow without a trace of any other color. It retains its richness under all weather conditions. An ideal Rose for cutting purposes, with long pointed buds, good stems; an upright tall grower and a profuse bloomer. **75c each**

Climbing Roses

Belle of Portugal

A Rose of regal beauty in a true pastel shade—soft salmon-pink of exquisite daintiness. The flowers are very large, borne singly on long stems, and in the spring, its principal blooming period, the plants are literally covered with blooms. **75c each**

Billy Boiler

A grand Australian novelty Rose of dazzling red that makes a striking display and is sure to hold first rank among the climbers. It makes strong upright shoots of good length that are always literally crowded with buds and semi-double open flowers of dashing color. **75c each**

Black Boy

Large semi-double flower of deep, velvety-crimson, shaded blackish-maroon, and over-laying fiery scarlet—an exceedingly-dark Rose of superlative beauty. Blooms are borne on long, stiff stems and sweetly scented. **75c each**

Bonfire

A rich cherry-crimson with a touch of scarlet that suggests a blazing vine at first glance. A climber of unusual vigor with bright foliage that enhances the charm of its dazzling double flowers, which are produced in clusters of 20 to 25. **75c each**

Climbing Caroline Testout

Similar to the old popular bush form, with glistening silvery-pink flowers as delightful in fragrance as in color. **75c each**

Climbing Cecile Brunner

Climbing form of the exceedingly popular Polyantha Rose of the same name, bearing lovely buds and immense clusters of dainty double flowers of perfect shape and delicious perfume. Often termed the Sweetheart Rose. **75c each**

Climbing Dainty Bess

A replica of the bush form. Shell pink with a conspicuous bunch of crimson stamens. A first-class climber. **75c each**

Cl. Dame Edith Helen

Same rich pink blooms as bush rose. **50c each**

Cl. Edith Nellie Perkins

Cerise pink and gold. Climbing form of bush rose. **75c each**

Cl. Etoile de Hollande

A climbing form of this most popular rose with beautiful, well formed, red blooms. **75c each**

Climbing Lafayette

Glowing red. A climbing form of the bush rose. **50c each**

Climbing Lady Ashtown

A magnificent climbing form of the bush type in color a lovely and distinct shade of silvery rose. **75c each**

Climbing Los Angeles

Beautiful sweet-scented flowers of a luminous flame pink with golden coral suffusion. **50c each**

Cl. Louise Catherine Breslau

Copper pink. Climbing sport of bush rose. **\$1.00 each**

Cl. Mrs. E. P. Thom

The climbing form of this fine butter yellow Howard & Smith rose. **75c each**

Climbing President Herbert Hoover

Identical with the bush form in color. It is one of the best of all climbing roses of its particular shade. Free in blooming. **75c each**

Climbing Talisman

Gold, apricot, yellow. In every respect similar to the bush form from which it is a sport, excepting that the flowers are larger. **75c each**

Cornelia

Nearly double flowers of rosette form; rich strawberry color flushed with yellow, borne profusely in sprays. Damask perfume. **75c each**

Ednah Thomas

Large, brilliant, double cutting Rose. Salmon-Rose bloom of fine form with considerable orange in its color. Perfumed. Good stems. Strong, climbing growth and a continuous bloomer, with fair foliage well held in long season. **75c each**

J. Otto Thilow

Might best be described as an Improved Rose Marie climber. Flowers almost identical, but larger, and of even more perfect form. Bright rose pink. **75c each**

Lady Sylvia

A comparatively new variety. Buds of about the same shape as Ophelia, differing in color however, which is a beautiful shade of deep rich yellow. A tremendous grower. Although a climbing rose it will produce quantities of long stem flowers suitable for cutting purposes. **75c each**

Miss Marion Manifold

An Australian climber of good habit carrying large crimson-scarlet blooms of fairly-full petalage and refined form, lightly scented. **75c each**

Mermaid

A lovely hybrid of Rosa Bracteata. Flowers equivalent in form to the common Cherokee, only of much larger size. In color, pure sulphur yellow, with highly contrasting, deep amber-colored stamens at the center of the flowers. As a Rose for trellises this lovely variety is sure to be in strong demand. **75c each**

Paul's Scarlet Climber

Vivid scarlet, shaded bright crimson. Flowers of medium size, semi-double. Produced in very large clusters of from five to twenty blooms on strong, much branched canes. **50c each**

Phyllis Bide

Blossoms are small, exquisite form in bud, and open with gracefully-reflexed petals. Dainty and sweet and produced in long, loose sprays. Pale gold at the base, flushed and shaded a lovely carmine-pink toward the edges. Vigorous habit, slender growth, handsome, mildew-proof foliage. **75c each**

Thelma

Color is a soft coral-pink, very pretty and unusual in a climber, and not affected by rain or sun. Flowers are semi-double, larger than those of most of its class, and decorative, without scent. **75c each**

A WORD TO OUR CUSTOMERS

(1) *Order early*—we often sell out on certain items early in the season.

(2) *Forwarding of orders*—all flower seeds are postpaid at our expense. On plants, roots, and bulbs the purchaser pays all transportation charges. Unless otherwise requested, we will ship the cheapest way.

(3) We deliver all orders free of transportation charges in the metropolitan area of Los Angeles.

(4) *Parcel Post shipments*—we advise forwarding all small orders and packages up to 20 pounds in weight by parcel post.

(5) We pack all orders free.

(6) Remittances may be made by check, postal money order, or express money order.

(7) No shipments will be sent C.O.D.

(8) Non-warranty—we give no warranty express or implied of the productiveness, growth, or any other matters of similar nature of the plants, bulbs, and seeds we send out and will in no way be responsible for the crop.

The Planting and Care of Roses

Some Simple but Important Requisites for Success

Rose culture is an easy matter, with scarcely a chance of failure if a few simple requirements are complied with. No subject responds more generously to good treatment. Obviously the first essential is to obtain good, strong, low-budded, field-grown plants of select varieties, since a wrong beginning in this respect can be corrected only by starting anew, with loss of time, labor, money and enjoyment.

Care of plants upon arrival: As soon as you receive the plants remove the various materials in which they are packed for shipment, excepting, however, the damp sphagnum moss about the roots. This should be left on until the plants are ready for placing in their final growing quarters. If you live in a locality where the ground does not freeze, as for example certain portions of the Southern States or the lower latitudes of the Pacific Slope, the moss should be removed at once and the plants placed in the bed where they are to grow.

In the more northerly sections, where the ground is frozen and planting out impracticable, remove, as above all the packing except the moss around the roots and bury the plants to the tops in a cold frame. If a cold frame is not available, the dirt floor of an outbuilding, such as a shed or cool cellar, will answer. In any instance cover the plants completely with soil. Select a position where there is plenty of light, but not direct sunlight and no artificial heat whatever. As soon as Spring breaks and it is possible to work the soil, plant them out in the garden. If the plants are to be buried, as suggested in the preceding paragraphs, it is advisable to wrap them in a piece of ordinary window screen, to guard against the attacks of mice, etc.

Location of beds: Roses give the best results in fully exposed, sunny situations where free circulation of air is assured, and if possible, well removed from any buildings. It is inadvisable to plant them in even partial shade, as lack of sunlight induces leaf mildew in dull weather.

Soil: Much has been said regarding the soil best adapted to Roses, but our experience has been that they do well in almost any good, rich land with a strong preference for soils of a heavy nature.

Preparation for planting: Given that a suitable plot has been selected, we now come to the main essentials to success.

The soil should be trenched or spaded to a depth of not less than 18 inches, breaking all lumps, removing all stones, etc. This operation complete, spread over it three or four inches of rotted manure. Spade in, and when thoroughly incorporated, rake the bed to final grade.

Measure the distance apart plants are to be set, allowing two and one-half or three feet between them. At each designated point dig a hole 12 inches wide by 2 feet deep; place in the bottom 8 inches of well-rotted manure, preferably cow manure, if obtainable. Tread this firmly. On top of this put 6 inches of well prepared soil containing no manure whatever. Tread again to firm the layer of soil on manure. The remaining portion of the unfilled hole will now be ready to receive the plant.

If the Roses are in a dormant or bare-root condition, place them in the holes and carefully spread out the roots in as nearly natural position as possible, gradually filling in with fresh soil containing no manure. When the hole is completely filled, tread the soil around the plant as firmly as possible. Make a basin immediately surrounding the plant and water thoroughly.

Depth of planting: The accompanying illustration shows a fair sample of one of our strong 2-year-old budded Rose bushes. B denotes the point of insertion of the bud in the original wild stock. A, the depth that the plant should be set in the soil. C indicates the splendid root action to be noted in the class of Roses which we send out. The point A is about 3 inches above point B. Point A is the proper height the soil should reach when the plant is finally set.

Watering: With the exception of an occasional syringing to clean the foliage of dust. Roses should have little or no water overhead. Irrigation either by means of shallow trenches running along the rows or by an individual basin around each plant are the best methods. This puts the water where it belongs . . . at the roots.

In sections where there is small rainfall the plants should be kept moist during their entire growing season. After each watering a liberal but shallow cultivation of the soil will prove highly beneficial and will tend to retain the moisture in the ground.

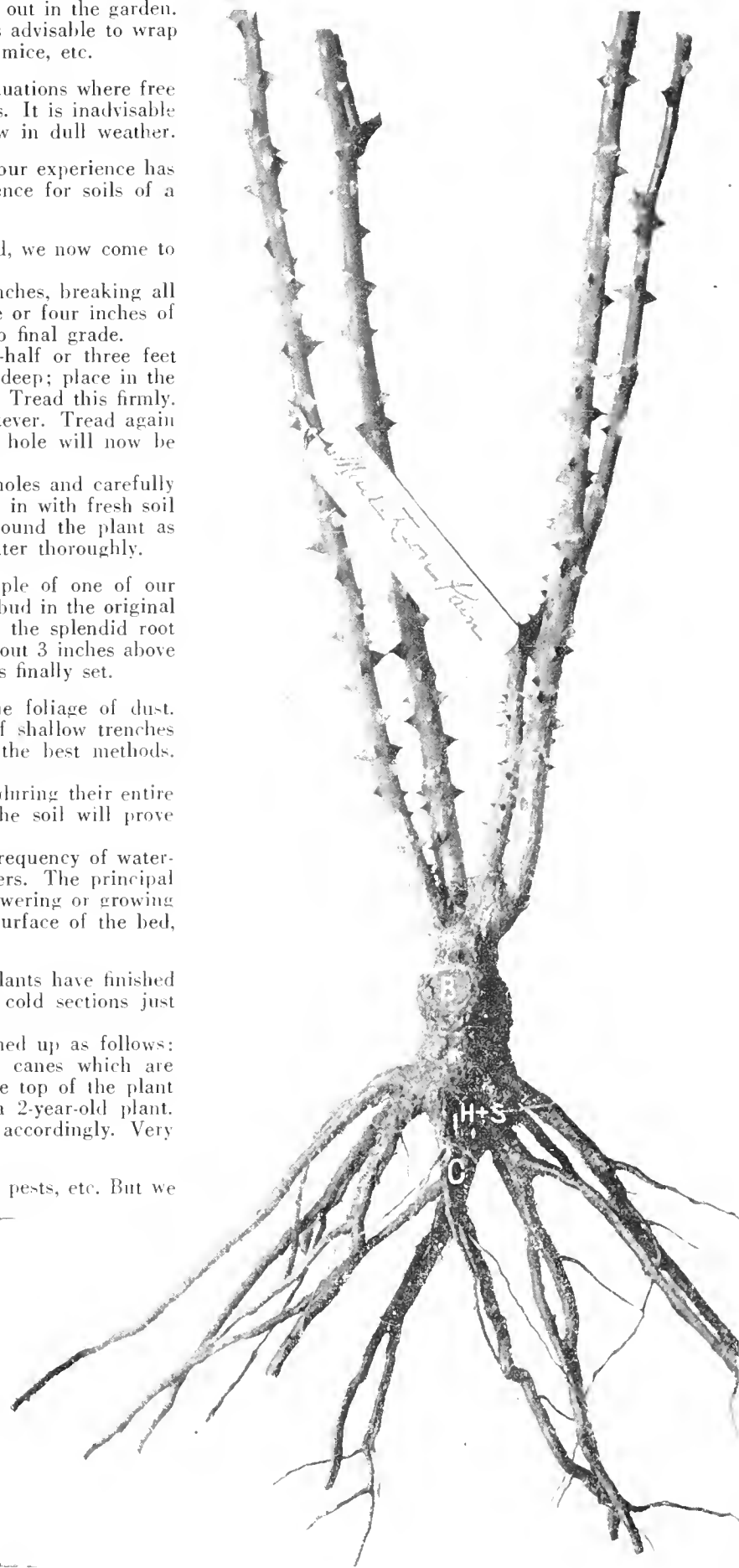
It is almost impossible to make any hard-and fast rule in regard to the frequency of watering, as at times the heat and consequent evaporation is greater than at others. The principal thing to take note of is to see that the soil is continually moist during the flowering or growing period. A mulch of well-rotted manure, 2 or 3 inches deep over the entire surface of the bed, will help check evaporation, saving water.

Pruning: The principal pruning should be done either just after the plants have finished Summer growth—say in the months of November or December, or in very cold sections just before the sap begins to rise in the Spring.

It is difficult to give the exact method of pruning, but it might be summed up as follows: Remove all small twiggy growth, pruning back to strong, well-ripened canes which are well furnished with healthy, big dormant eyes. As a general thing, the entire top of the plant should be removed. The engraving shows a properly pruned Hybrid-Tea, a 2-year-old plant. As the plant ages it naturally will support more canes and should be pruned accordingly. Very drastic pruning is advised for exhibition blooms only.

Insects and Diseases: Roses are affected with various fungus diseases, pests, etc. But we will only treat of those which are most generally prevalent and give the most trouble. These are principally aphid or greenfly, mildew and black spot. For their control we have found nothing to equal the new preparation "Tri-Ogen." This preparation has a distinct advantage of exercising a complete control over nearly all of the diseases that manifest themselves in roses, particularly those referred to above. Spraying your roses with Tri-Ogen every two weeks will eliminate 99% of your rose growing troubles for it acts not only as a complete fungicide but also as an insecticide and is harmless to the plants themselves when used according to directions.

Winter Care: In sections where freezing conditions are severe, Roses of all classes can be safely wintered in the open ground by hilling up around the plants with soil as far as possible and placing on top of this a heavy mulching of dry leaves, straw or other similar litter. Remove same as soon as danger of frost is over. With these details taken care of even the tenderest Tea Rose can be wintered in the harshest Eastern climate. The hilling up of the plants or the covering with litter is quite unnecessary where heavy freezing conditions do not prevail.



Amaryllis

THE WORLD'S PREMIER STRAIN

Over 250,000 bulbs grown annually

For over thirty years, season after season, we have carried on consistent line breeding with this gorgeous class of Spring and Summer flowering bulbous plants.

We are now in a position to offer you bulbs of this new race at very moderate prices. For the Fall delivery season of 1939 we have ready a splendid stock of firm, heavy bulbs, all strictly flowering size. They bear blooms of immense proportion, of model form, with a surprising brilliancy and range of color, from the pure white ground colors with their delicate markings of rose, red, carmine and other tints, to the glorious dazzling scarlet, crimsons, maroons, rose and bright red self colors, or the innumerable handsomely bi-colored or tri-colored varieties. This strain will leave little to be desired. The blooms attain an enormous diameter of nine to ten inches and over. The flowers are flat and spreading, with short necks, borne erect on stems of 2½ to 3 inches in length, displaying the flower to great advantage.

Large flowering size bulbs, each, 50c; ten for \$4.50.

Mammoth flowering size bulbs, each, 75c; ten for \$6.75.

Cultural Note

For open garden culture, select a sunny, well-drained bed. The soil preferably a sandy loam, which should be well enriched with rotted barnyard fertilizer. The bulbs should be planted so that the top of the neck is even with the surface of the ground. Give copious supplies of water during the growing and flowering period.

The bulbs which we send out soon make large clumps, which should be divided every three years. For pot culture use a 7- or 8-inch pot. Crock the pots well, to insure good drainage. The potting compost should consist of a light, rich, friable mixture. After potting, place the pots in a cool, shady place until root action begins after which, remove to a sunny greenhouse bench or living room window, if desired for indoor culture. Amaryllis require a moderate temperature. 55° to 60° suits them admirably.



Partial view of selected varieties of Amaryllis expressly grown for hybridizing purposes at our Montebello plant. Visitors fortunate enough to see this display marveled at the regal beauty expressed in their glorious colors, perfect form and giant size. The improvement shown in these Amaryllis is a result of 25 years' unremitting work.

Perennial Phlox

In their new and vastly improved types these old-fashioned plants present as impressive and bright color displays in the garden as it is possible to conceive. For the herbaceous border they are indispensable, making a continuous show of surpassing beauty through the summer and autumn. Truly perennial in their nature the plants last several seasons.



Acres of Phlox rear high their brilliant heads at our Rivera Nursery.

Seven Splendid New Phlox

HANS VOLMOLLER — Lilac, white center. Early flowering. Height 2 feet.

LEO SCHLAGETER—A grand and distinctive new Phlox of dazzling beauty. The color is light carmine scarlet with orange reflex. Bears immense heads of large florets. A glowing gem that will appeal to every lover of these popular flowers.

LEUCHTFEUER — An outstanding variety with immense heads of bloom well displayed on vigorous dwarf plants. Individual bloom of unusual size, color deep salmon with an orange glow.

VALD JENSEN — Deep salmon-red with a distinct white eye, immense truss of even contour—an extra fine sort.

SUNRISE—Soft sparkling rosy red, a variety of splendid color effect, very large flower and truss.

SEPTEMBER GLOW—A vivid shade of Carmine red with an orange suffusion. A unique and distinct shade in Phlox.

WURTEMBERGIA — Carmine rose. Compact grower. Medium height, with large individual blooms.

Price on the above newer varieties:
25c each; \$2.25 per 10; \$20.00 per 100.

General Collection

ALBION—A vigorous growing variety, pure white with pale pink eye. Height—two feet.

AUSTRALIA—Bears immense florets. A remarkable shade of crimson-purple. Two feet high.

BACCHANTE—Dark rose with highly contrasting carmine eye. Height—two feet.

B. COMTE—A beautiful shade of purple overlaid with crimson, with a very dark eye. A good strong growing Phlox; one of the best of its kind. Height—two feet.

BRIDESMAID—A distinct and beautiful sort, pure white with a well defined crimson eye. Height—18 inches.

F. A. BUCHNER—Intermediate in height between Mrs. Jenkins and Mme. Marie Kuppenheim. Nearly pure white in color. Height, 2 feet.

CREPUSCULE — White ground suffused mauve, eye rosy purple. Height, 2 feet.

ECLAIREUR—Deep wine red. Height 2 feet 6 inches. Novel and distinct color.

GEN. VON DIEDEM—One of the most brilliantly colored Phloxes in our collection. Rich, dark salmon-scarlet. Immense heads.

GOLIATH—A tall growing large flowered bright crimson purple Phlox. Height 2 to 2½ feet.

HENRY MURGER—Pure white with a dark eye, a distinct and beautiful sort.

HERVOR—A pure even shade of rose with a white eye. Bears splendidly formed trusses.

JULES SANDEAU—Light watermelon pink. Dwarf habit.

LOUISE ABBEMA—White ground shot with rose. Florets of moderate size. Trusses large and compact. Height—18 inches.

LA VAGUE—Florets of moderate size, borne in large trusses. A delicate shade of soft pink. Height—2 feet.

MME. MARIE KUPPENHEIM — A splendid front row Phlox. One of the best dwarf pure whites. Height—15 inches.

MRS. JENKINS—One of the oldest Phloxes in cultivation and still one of the best pure white varieties in commerce. Attains a height of 2 to 2½ feet. Trusses immense, conical in form.

OBERGARTNER REICHENAU — Extra large flowers, bright rose. Strong, compact grower; extra heavy foliage. Very desirable. Height—2 feet.

PANTHEON—An elegant shade of bright rose-pink with a distinct dark eye. A beautiful variety.

PROF. SCHIELEMANN — The florets of this Phlox are of moderate size. In color a beautiful shade of lilac rose, trusses more or less conical in form. Growth tall. A fine back row variety. 2½ feet.

RHEINLANDER — A beautiful salmon pink, the center of each floret relieved with a distinct carmine crimson eye. Height—18 inches. Blossoms and trusses very large.

RYNSTROM—A superb shade of dark salmon rose. Florets of immense size, growth compact. Trusses immense. One of the finest of its color. Height—18 inches.

SELMA—Bright rose with a carmine crimson eye. Height—2 feet.

VESUVIUS—A dwarf Phlox bearing large trusses of bright fiery crimson flowers. Height—15 inches.

WANADIS—A delicate shade of lilac, the center of each floret having a bluish purple eye. Height—18 inches.

WIDAR — An exquisite two-toned Phlox bearing florets of immense size. Color lavender, rayed with white.

Price 20c each; \$1.80 per 10; \$15.00 per 100.

Geraniums

The zonal Pelargoniums, commonly called Geraniums are of such value as flowering decorative plants practically the year through that they commend themselves to all who possess gardens and enjoy the superb stretches of color obtainable with them. The newer and improved types which we offer are exceedingly fine and even with the most ordinary attention may be relied upon to produce an uninterrupted display of bloom from early spring to late autumn.

Recent Introductions

CALIFORNIA — Imagine a compact bushy plant with broad overlapping foliage almost hidden with immense trusses of bloom and a color expression of delicate carmine rose in the lower petals, the upper two flamed and overlaid scarlet and you will have a conception of its unusual color combination.

DELIGHT—A glowing salmon with just a touch of scarlet. The warmth and glow expressed in its unusual color will appeal to everyone who can appreciate the beautiful as expressed in nature through the medium of a beautiful flower.

EL REY—A new color in geraniums, vivid orange vermillion. The open silken flower clusters spread themselves in gay paravols of flaming color, so numerous they almost touch.

POINSETTIA—A most unique geranium. The flowers a brilliant poinsettia red.

STARS AND STRIPES—Dwarf bedding variety. Miniature trusses of flowers scarlet with white stripes.

PRICE: 2½-in. pots, each 20c; 10 for \$1.80; \$15.00 per 100. 4-in. pots, each 25c; 10 for \$2.25; \$20.00 per 100.

General Collection

ALICE OF VINCENNES — Pure white, merging through carmine rose to intense scarlet at outer edges of petals.

APPLE BLOSSOM — Dwarf growing type bearing extra large trusses of white flowers, shading to pink in the center. Double.

BEAUTE POITEVINE — Semi-double Geranium. Salmon pink flowers. Very large.

COUNTESS OF JERSEY—A lovely single of beautiful salmon-pink tone with distinct white eye.

CRABBE — Mammoth flowered. Beautiful shade of salmon-pink. Giant trusses.

DE QUIRELLE — Violet purple slightly marked white. Double.

E. H. TREGO—One of the most brilliantly colored Geraniums in existence . . . an intense shade of orange scarlet. Among the best double varieties for bedding.

FIAT — Deep peach pink double flowers. Makes a pretty display.

EMILE ZOLA—A superb tone of warm salmon with orange shadings.

FRED BEAN—Bright salmon pink. Remarkable for immense blossoms and splendid free blooming qualities.

GENERAL LEONARD WOOD—Center of flower white, edges broadly banded with rosy carmine. A splendid variety.

GERTRUDE PEARSON—One of the finest of all pink geraniums for bedding purposes. Pure rose pink with large white eye.

GIANT SALMON—Everything the name implies.

HALL CAINE—An ideal bedding Geranium bearing trusses and florets of immense size. Growth compact, plants much branched and producing splendid stretches of color—a lovely shade of soft glowing scarlet. A dwarf variety distinct in color and foliage, uniform in bloom and growth, a good pot plant.

HERRICK—A dwarf growing, compact habit variety. Flowers intense scarlet. A splendid bedder.

JACQUERIE — The mammoth flowers are ideal in form, and have that rich, velvety crimson scarlet color that is admired by everyone.

JEAN VIAUD—Rosy pink with white center. Attractive. Double.

JOHN FORBES—Bright orange scarlet with immense circular flowers and gigantic trusses. Growth dwarf and bushy.

L'AUBE—Unquestionably one of the finest of all single whites. Pure, snowy white.

MARY SEATON—Large flowered scarlet with distinct white eye.

MAXIME KOVALESKY—The nearest approach to orange to be found in Geraniums. A bed in flower conveys the impression of a mass of deep orange colored bloom.

MME. LANDRY—Clear, salmon, center shading to copper, with white eye. Double.

M. CONOVAS—Superb dark crimson scarlet. Double.

NUIT POITEVINE—Glorious shade of red. All of the qualities that go to make up a fine Geranium.

PAUL CRAMBEL — One of the best of all bright scarlet varieties. A splendid bedder, with enormous trusses of flowers freely produced on dwarf compact plants.

PRES. MCKINLEY—Purplish crimson flowers exceedingly large.

RENE BOISLEVRE — White at the center, shading to scarlet and violet at the edges.

SNOWDROP—A splendid bedding variety. Pure white, very large trusses.

THOMAS MEEHAN — Bright pink upper petals stained orange. Double.

TRIOMPHE DE MANCY—Carmine red with white center. Double.

PRICE: 2½-in. pots, each 15c; 10 for \$1.35; \$12.00 per 100. 4-in. pots, each 25c; 10 for \$2.25; \$20.00 per 100.

Ivy Leaved Geraniums

CARLOS UHLEN — A magnificent variety. Growth extra dwarf, brilliant rose pink, with white eye.

CHARLES MONSELET—Deep rosy red, upper petals nicely marked. Fine large trusses on long, stiff stems. Free grower and abundant bloomer.

CHARLES TURNER — The best known Ivy Geranium, and for all around purposes one of the most useful. Deep, bright rosy pink with very large flowers.

COL. BADEN-POWELL — Pearly white with blush tints. A remarkable break in this class of Geraniums. Flowers immense.

ETINCELANT—One of the finest bright colored Ivy Geraniums ever raised. Intense orange scarlet. Flowers extra large.

GRINGOIRE—A flower of superb size and splendid trusses. Bright rosy carmine.

INCOMPARABLE—A splendid shade of rosy carmine. Free blooming.

LA FOUDRE—Brilliant orange scarlet. Extra large double blooms.

LEOPARD—A unique variety lavender-pink, blotched crimson on the upper petals.

MRS. H. J. JONES—Carmine rose; feathered maroon on the upper petals.

PELADAN — Bright salmon pink, penciled maroon.

SABRINA—Light scarlet, semi-double and a very free bloomer.

THE BLUSH—Pure white, faintly tinted rose at the center.

WILLY—An extra good bright scarlet.

PRICE: Each in 2½-in. pots, 20c; 10 for \$1.80; \$16.00 per 100.

Variegated Leaved Geraniums

BISMARCK—Dwarf; foliage yellowish green, light yellow center.

HAPPY THOUGHT — Dwarf; foliage light green, light yellow center.

MARY ANN—Compact grower, leaves edged white.

MME. POLLOCK — Dwarf. Greenish gold; foliage with maroon markings.

MRS. PARKER — Dwarf. Compact grower; leaves edged creamy white.

ROSE GERANIUM—A variegated variety of the old and well-known Rose Geranium. Its wonderful foliage and fine rose scent make it doubly attractive, and it would be more generally cultivated if better known.

PRICE: Each in 2½-in. pots, 20c; 10 for \$1.80; \$16.00 per 100.

CULTURAL NOTES—Although of easiest culture, Geraniums respond in a marked degree to proper treatment. Do not plant them in shade or they become leggy. Do not plant them in soil too heavily manured. Pinch out the tips in early growth to induce branching. Grow them in pots in a fairly light soil, not too rich, for interior decorating.

Direct City Line Telephone
Service ANGelus 13183

Howard & Smith

MONTEBELLO
CALIFORNIA

Name (Please Print) _____ Date _____

Street Address or RFD No. _____

City _____ State _____ Check or
Money Order \$ _____

If shipment to different address than above is desired, fill this out.

Name (Please Print) _____

Street Address or RFD No. _____

City _____ State _____

Total Quantity	R O S E S			Price	Amount	
	_____ Apricot Queen	_____ Mrs. P. J. Howard (Cl.)	_____ McGredy's Sunset	\$1.50 each 10 for \$13.50		
	_____ Burgundy	_____ Indian Summer (Cl.)	_____ Rex Anderson			
	_____ California	_____ Major Shelley	_____ Rome Glory			
	_____ Cl. Carrie Jacobs Bond		_____ Tango			
	_____ Eclipse	_____ Signora		\$1.25 each 10 for \$11.25		
	_____ C. J. Bond	_____ Gloaming	_____ Mrs. G. Chobe	\$1.00 each 10 for \$9.00		
	_____ Contrast	_____ Glowing Sunset	_____ Pink Dawn			
	_____ Crimson Glory	_____ McGredy's Triumph	_____ Poinsettia			
	_____ Crown of Gold	_____ Miss America	_____ President Boone			
	_____ Crown of Jewels	_____ Mme. J. Perraud	_____ Springtime			
	_____ The Doctor	_____ Mrs. M. V. Socha	_____ Will Rogers			
	_____ Cynthia	_____ Hinrich Gaede	_____ Mrs. Sam McGredy	75c each 10 for \$6.75		
	_____ Edouard Schill	_____ Improved Lafayette	_____ Polly			
	_____ Etoile de Hollande	_____ Irish Elegance	_____ Texas Centennial			
	_____ Fluffy Ruffles	_____ Louise C. Breslau	_____ Victoria Harrington			
	_____ Gypsy Lass	_____ McGredy's Yellow	_____ Ville de Paris			
	_____ Autumn	_____ J. Otto Thilow	_____ Mrs. G. A. Van Rossem	50c each 10 for \$4.50		
	_____ Caledonia	_____ Kaiserin A. Viktoria	_____ Mrs. Lovell Swisher			
	_____ Condesa de Sastago	_____ Lady Forteviot	_____ Mrs. E. P. Thom			
	_____ Dame Edith Helen	_____ Lady Margaret Stewart	_____ Ophelia			
	_____ Golden Dawn	_____ Lucie Marie	_____ President Hoover			
	_____ Hadley	_____ Los Angeles	_____ Radiance			
	_____ Heinrich Wendland	_____ Mme. Jules Bouche	_____ Red Radiance			
	_____ E. G. Hill	_____ Mme. Jules Guerin	_____ Rowena Thom			
	_____ Joanna Hill	_____ Margaret McGredy	_____ Sir Henry Segrave			
			_____ Talisman			
	TREE ROSES			\$3.50 each 10 for \$31.50		
	_____ California	_____ The Doctor				
	_____ Autumn	_____ E. G. Hill	_____ Mrs. E. P. Thom	\$2.00 each 10 for \$18.00		
	_____ Burgundy	_____ Hinrich Gaede	_____ Mrs. Lovell Swisher			
	_____ Contrast	_____ Improved Lafayette	_____ Mrs. Sam McGredy			
	_____ Crimson Glory	_____ J. Otto Thilow	_____ Pink Radiance			
	_____ Crown of Jewels	_____ Kaiserin A. Viktoria	_____ President Hoover			
	_____ Condesa de Sastago	_____ Los Angeles	_____ Red Radiance			
	_____ Dainty Bess	_____ Louise C. Breslau	_____ Sir H. Segrave			
	_____ Etoile de Hollande	_____ Lucie Marie	_____ Springtime			
	_____ Fluffy Ruffles	_____ Margaret McGredy	_____ Talisman			
	_____ Golden Dawn	_____ McGredy's Triumph	_____ Ville de Paris			
	_____ Gypsy Lass	_____ Mme. Jules Bouche	_____ Will Rogers			
	_____ Hadley	_____ Mme. J. Perraud				
	POLYANTHA ROSES			50c each 10 for \$4.50		
	_____ Pink Lafayette	_____ Paul Crambel	_____ Rotraut			
	_____ Gloria Mundi	_____ Chatillon				
	California Customers—Add 3% State Sales Tax					

OVER

Total Quantity	CLIMBING ROSES			Price	Amount	
	_____ Belle of Portugal _____ Billy Boiler _____ Black Boy _____ Bonfire _____ Cl. Caroline Testout _____ Cl. Cecile Brunner _____ Cl. Dainty Bess	_____ Cl. Edith Nellie Perkins _____ Cl. Etoile de Hollande _____ Cl. Lady Ashtown _____ Cl. Mrs. E. P. Thom _____ Cl. President Hoover _____ Cl. Talisman _____ Cornelia	_____ Ednah Thomas _____ Cl. J. Otto Thilow _____ Lady Sylvia _____ Mermaid _____ Miss Marion Manifold _____ Phyllis Bide _____ Thelma	75c each 10 for \$6.75		
	_____ Cl. Dame Edith Helen _____ Cl. Lafayette	_____ Cl. Los Angeles	_____ Paul's Scarlet Climber	50c each 10 for \$4.50		
	AMARYLLIS			50c each 10 for \$4.50		
	_____ Large bulbs					
	_____ Mammoth bulbs			75c each 10 for \$6.75		
	PHLOX—Newer varieties			25c each 10 for \$2.25 100 for \$20.00		
	_____ Hans Volmoller _____ Leo Schlageter	_____ Leuchtfleur _____ Vald Jensen _____ Sunrise	_____ September Glow _____ Wurtembergia			
	PHLOX			20c each 10 for \$1.80 100 for \$15.00		
	_____ Albion _____ Australia _____ Bacchante _____ B. Comte _____ Bridesmaid _____ F. A. Buchner _____ Crepuscule _____ Eclairer _____ Gen. von Diedem	_____ Goliath _____ Henry Murger _____ Hervor _____ Jules Sandeau _____ Louise Abbema _____ La Vague _____ Mme. Marie Kuppenheim _____ Mrs. Jenkins _____ Obergartner Reichenau	_____ Pantheon _____ Prof. Schielemann _____ Rheinlander _____ Rynstrom _____ Selma _____ Vesuvius _____ Wanadis _____ Widar			
	GERANIUMS			2½-in Pots 20c each 10 for \$1.80 100 for \$16.00 4-in Pots 25c each 10 for \$2.25 100 for \$20.00		
	_____ California _____ Delight	_____ El Rey _____ Poinsettia	_____ Stars and Stripes			
	_____ Alice of Vincennes _____ Apple Blossom _____ Beaute Poitevine _____ Countess of Jersey _____ Crabbe _____ De Quarelle _____ E. H. Trego _____ Fiat _____ Emile Zola _____ Fred Bean	_____ Gen. Leonard Wood _____ Gertrude Pearson _____ Giant Salmon _____ Hall Caine _____ Herrick _____ Jacquerie _____ Jean Viaud _____ John Forbes _____ L' Aube _____ Mary Seaton	_____ Maxime Kovalsky _____ Mme. Landry _____ M. Conovas _____ Nuit Poitevine _____ Paul Crambel _____ Pres. McKinley _____ Rene Boislevre _____ Snowdrop _____ Thomas Meehan _____ Triomphe de Nancy	2½-in. Pots 15c each 10 for \$1.35 100 for \$12.00 4-in. Pots 25c each 10 for \$2.25 100 for \$20.00		
	Ivy Leaved Geraniums			2½-in. Pots 20c each 10 for \$1.80 100 for \$16.00		
	_____ Carlos Uhden _____ Charles Monselet _____ Charles Turner _____ Col. Baden-Powell _____ Etincelent	_____ Gringoire _____ Incomparable _____ La Foudre _____ Leopard _____ Mrs. H. J. Jones	_____ Peladan _____ Sabrina _____ The Blush _____ Willy			
	Variegated Leaved Geraniums					
	_____ Bismarck _____ Happy Thought	_____ Mary Ann _____ Mme. Pollock	_____ Mrs. Parker _____ Rose Geranium			
	PELARGONIUMS			2½-in Pots 25c each 10 for \$2.25 100 for \$20.00 4-in. Pots 35c each 10 for \$3.15 100 for \$28.00		
	_____ Anita _____ Andenken and London _____ Andenken and Moscow _____ Anna Rudloff _____ Azalea _____ Bertha Wagner _____ Bismarck _____ Blue Mabel _____ Carl Holzman _____ Champion _____ Dorothy _____ Duchess of Cornwall _____ Duchess of Westminster _____ Easter Greeting _____ Ethelyn	_____ Gartendirektor Siebert _____ Glendale _____ Grandiosa _____ John Martin _____ Jos. Adolph Topfer _____ Kate Bornemann _____ Lavender Queen _____ Lord Clyde _____ Lucy Becker _____ Mabel _____ Mackenson _____ Mary Bard _____ Maude Hooper _____ Miss Edith Cavell _____ Milton	_____ Miss Saunders _____ Mont Pelee _____ Mrs. E. H. Childs _____ Pauline Schroeter _____ Pride of Quedlinburg _____ Princess Maud _____ Prof. Correns _____ Salmon Queen _____ Santa Monica _____ Schone Illa _____ Schwabenmaid _____ Sensation _____ Verna _____ Violet _____ Volante Nationale Alba _____ Wurtembergia			
	GIANT DOUBLE GERBERAS			\$1.00 each set of 4 \$3.75		
	_____ Diablo _____ La Golondrina	_____ La Paloma	_____ Marquita _____ Set of 4			
	California Customers—Add 3% State Sales Tax					

Geraniums, Pelargoniums

Pelargoniums

Pelargoniums, generally spoken of as "Martha Washington Geraniums," rank high among our most beautiful summer and autumn flowering plants. They offer an amazingly rich and varied assortment of colors and combinations, and the ease with which they can be grown is a strong factor in their favor. The demand for good Pelargoniums is constantly increasing and we have more than kept pace with it, our comprehensive collection includes the finest varieties, new and old, now in commerce. They are large-flowered and free blooming. When well grown in pots, they make elegant specimens and if carefully pinched out to make spherical plants rival azaleas in beauty.

ANITA—Center of flower white, margined bright rose, upper petals feathered dark crimson. Lovely.

ANDENKEN AND LONDON—Reddish scarlet, center white, upper petals blotched black.

ANDENKEN AND MOSCOW—Deep, rich purple, with black blotches.

ANNA RUDLOFF—Dark red with immense black blotches. A superb sort.

AZALEA—Rosy red.

BERTHA WAGNER—Deep carmine rose, edged white; dainty.

BISMARCK—Large flowered, Rosy lavender, large blackish maroon blotches.

BLUE MABEL—Dark carmine with velvety black blotches.

CARL HOLZMAN—Deep scarlet; upper petals handsomely blotched with black.

CHAMPION—Extra large flowers, white shaded with blush; small lake blotch in lower petals, upper ones feathered with maroon and red.

DOROTHY—Soft blush pink, blotched darker pink.

DUCHESS OF CORNWALL—Large, deep purple blossoms, very showy.

DUCHESS OF WESTMINSTER—Pink and white with crimson blotches.

EASTER GREETING—Red with dark eyes.

ETHELYN—Bright red with dark eyes.

GARTENDIREKTOR SIEBERT—An early sort, fiery red, with black blotches.

GLENDALE—Very bright cerise, blotched dark maroon.

GRANDIOSA—Deep cherry red.

JOHN MARTIN—Light purplish-maroon. A late bloomer.

JOS. ADOLPH TOPFER—Compact growing variety. Red, outer edges of petals white.

KATE BORNEMANN—White, dainty overlaid salmon-pink, blotches rich crimson. Fine.

LAVENDER QUEEN—Lavender, light eyes.

LORD CLYDE—White, veined and flushed with light purple, each petal having a velvety crimson blotch.

LUCY BECKER—Pink, with dark maroon blotches. Particularly free early bloomer.

MABEL—Upper petals maroon, lower bright rose; beautiful.

MACKENSON—Fiery rose of pure color.

MARY BARD—Extra large white flowers slightly pencilled carmine.

MAUDE HOOPER—Light rose-pink with darker pink blotches.

MILTON—Upper petals blotched dark maroon, surrounded with bright crimson, and edged with rose; lower petals soft pink, shading to white, feathered with crimson. Free flowering.

MISS EDITH CAVELL—Delicate soft pink, with large deep velvety maroon blotches bordered gorgeous crimson.

MISS SAUNDERS—Snowy white with two upper petals blotched rich purplish crimson, very striking.

MONT PELEE—Fiery shade of red with dark blotches. Conspicuous.

MRS. E. H. CHILDS—Deep rosy pink.

PAULINE SCHROETER—Deep rosy carmine, with dark blotches.

PRIDE OF QUEDLINBURG—Shades from light to very dark salmon pink.

PRINCESS MAUD—A fine flower with crimped edges. Carmine rose, upper petals feathered maroon.

PROFESSOR CORRENS—One of the largest flowers grown. Deep rose color; all upper petals blotched black.

SALMON QUEEN—An even shade of pure salmon slightly blotched. Large.

SANTA MONICA—Clear flesh pink, with small dark crimson blotches.

SCHONE ILLA—Salmon-rose with dark blotches in upper petals.

SCHWABENMAID—Rose-pink with carmine and black blotches. Very fine.

SENSATION—Delicate purple, with large black blotches; a unique color in Pelargoniums.

VERNA—Light salmon, dark eyes.

VIOLET—Light purple blotched with dark violet. Late flowering.

VOLANTE NATIONALE ALBA—White. Blossoms extra large, growth strong.

WURTEMBERGIA—Medium sized florets, bright carmine, with large velvety, sharply defined blotches. Pretty.

PRICE: Any of the above—In 2½-in. pots, 25c; 10 for \$2.25; \$20.00 per 100. In 4-in. pots, 35c; 10 for \$3.15; \$28.00 per 100.

H & S Giant Double Gerberas

The illustration on the cover of this bulletin faithfully depicts four very fine new types and conveys with exact detail the form of flower, richness of color and immense size of bloom.

Due to the fact that these Gerberas are absolutely sterile in so far as seed production is concerned, propagation can only be accomplished by clump division, which is a slow process, and it has taken several years to accumulate a sufficient quantity to justify our placing them on the market.

The long blooming period of these Gerberas (not less than ten months in California), their marvelous keeping quality as a cut flower plus their exquisite effect as a decorative subject place them in a class all their own.

Our contributions of new hybrid plants covering a wide range of subjects extending over a practical lifetime of endeavor have been many, but of all these we regard the perfection of beauty and form to which we have brought this race of perennial plants as one of our outstanding achievements.

Ready for shipment April 15th—Price \$1.00 each.

Special offer: 1 strong plant of each of the four named varieties as shown on cover page postpaid any address for \$3.75.

NOTE—We can still supply plants of the older type of Double Gerbera in shell pink and light red; these are fine for cutting purposes and are the progenitors of our new hybrids. Strong field divisions **35c each; 10 for \$3.15.**

CULTURAL NOTE—The main essentials in their cultivation are a rich light-loamy or gravelly soil—good drainage—a full sunny position with the exercise of great care not to have any soil collect in the crown of the plant. The base of the plant at the crown should be even with the surface of the surrounding soil area.

A Sensational Flowering Plant Novelty

MARQUITA

LA PALOMA



DIABLO

LA GOLONDRINA

After years of careful hybridizing effort we present for your consideration these magnificent new giant flowered double types of Gerberas, or Transvaal Daisies as more commonly known.

See Bottom of Preceding Page